

# UNIVERSITY MISSOURIAN

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## BUSINESS MEN HEAR TALK BY J. B. POWELL

M. U. Instructor Speaks at  
the Weekly Luncheon of  
Commercial Club.

## GIVES TRADE IDEAS

Says Merchants Must Get  
Together to Overcome  
Mail-Order House.

J. B. Powell, instructor in advertising in the University, was the chief speaker at the Commercial Club luncheon at the Gem Cafe today. T. C. Blackburn, former editor of Blackburn (Mo.) Record, and A. J. Adair of the Odessa Democrat spoke briefly.

Prof. L. M. Defoe, president of the Commercial Club, announced that beginning with the next meeting, one member would be in charge. W. L. Nelson, vice-president, is assigned to the meeting next Thursday.

Mr. Powell talked on "Business Preparedness." He emphasized the interdependence of all the people of a community, mentioning the new viewpoint of business men toward business methods and losses, such as insurance, bankruptcy and dishonest merchandising.

## Cites Business Failures.

The effect of business failures Mr. Powell discussed at some length. He gave the following figures: "In 1911 in the retail lines of general stores, grocers and butcher shops, clothing and furnishings, dry goods and carpets, there were 5,221 failures. In 1912 there were in these same lines 6,269 failures. In 1915, last year, there were 8,874 failures. In the last five years the number of failures in these four lines has increased at the rate of almost 1,000 a year.

"In Columbia in the last year we have had no less than a dozen failures in at least five lines of retail business. Columbia should be an excellent business town, for it has an unusually good trade territory and in addition has a tremendous amount from school and college population thrown in."

The question of the effect of these failures upon the town as a whole and the reason for the failures were matters on which Mr. Powell laid great stress. He said: "When a business fails, it does hurt the town. It undermines the confidence of the community in all retail business. It gives the town a bad name with manufacturers. It keeps other business men from getting liberal credits and discounts. And the cut-price sales that usually follow a retail failure certainly do hurt the retailers in other lines of business. And lastly, it's another boost for the mail-order people, who are already doing exactly 6 per cent of the retail business of this country."

## Tells of the Reasons.

In accounting for these failures, the speaker mentioned the usual reasons assigned: insufficient capital, poor buying, too liberal credits. These, however, he discounted as being only superficial and gave as the real reasons lack of proper investigation of the market, poor bookkeeping that failed to show the proper ratio of buying and selling and lack of efficiency in selling and advertising.

In support of these contentions, Mr. Powell read this letter, written by a Johnson County farmer who thought that town men needed an adviser as badly as did farmers:

"The towns have been kind enough to give the farmers a farm adviser, and it does look as if the farmers ought to do the right thing in return. Why not get together and employ an adviser for the town? The University might help and also the county court and the government.

## What the Farmer Thinks.

"Lots of business men in town don't know one, two, three. They start superfluous stores, and often they fail to raise a crop. They attempt to farm the farmers, and they fail to raise a crop. There is no sympathy among them and they fight like cats and dogs over a bone.

"What time they are not fighting each other, they are cursing the farmers for patronizing mail-order houses, while their wives are up in Kansas City buying gaudy goods away from home.

"What they ought to do is to pool their interests and buy in large lots, so as to compete with the mail-order houses. They ought to get rid of some of the wholesalers and jobbers and give their profit to the farmers,

and then they would not have to sit up nights and howl about the farmers' ingratitude in buying away from home. The farmers hate to do it, but they will in spite of everything if the prices are lower. Let the merchants get together."

## Letter Should Be Valuable.

"Personally," Mr. Powell said, "I think this letter ought to be worth a million dollars to retailers because it shows truly a general attitude of farmers toward their towns."

The new attitude of the manufacturer also came in for mention by Mr. Powell. Accounting systems originated by some firms were instanced in this connection. The co-operation of the United States Department of Agriculture and the Federal Trade Commission was also cited.

Lack of standardization of products and processes, improper accounting and price cutting, ignorance of cost on the part of both merchant and seller, dishonest advertising and overcrowding of retail lines were all mentioned as instances of the need of better business methods and business knowledge. Mr. Powell suggested as remedy the founding of a business bureau in Columbia.

## Interests Are the Same.

In closing, he said: "In developing the local community the interests of merchants and customers, or farmers and townsmen, are mutual and interdependent; the family which purchases supplies of any sort abroad rather than of the local merchant to that extent weakens the community, and the merchant who by reason of inferior service in salesmanship, insufficient advertising or poor business methods is not equipped to fulfill to the utmost his proper place in the community to that extent is himself a factor in the community's downfall."

## GOOD BUSINESS FOR RAILROADS

Trainmen Report Extra Large Crowds  
for Summer Session.

If the present influx of students to the Summer Session continues, there is little doubt but that all previous attendance records will be broken. Officials of both railroads were of the opinion that the travel last evening and this morning and afternoon were heavier than usual for the summer course. A conductor on the Wabash was quoted as saying that the largest preliminary crowd of any year had arrived in Columbia last night.

All incoming trains carried extra coaches, not, however, especially for carrying summer students, as these coaches were needed to take care of those bidding farewell to the University. But each train coming in was comfortably loaded.

Neither of the roads reported any trouble, although several of the incoming trains on the Wabash were delayed on account of the heavy rain between Centralia, which made the going rather slow. Observers coming from the West were treated to scenes of regular flood times—water in the streets of the various towns, sandbags packed against the roadbeds and other familiar incidents.

## MOOSE WATCH G. O. P.

Conservatives in Party Don't  
Want Roosevelt's Name  
Voted On Just Yet.

By United Press.

CHICAGO, Ill., June 8.—The Progressive National Convention met at 2 o'clock this afternoon and made the temporary chairman, Raymond Robins, permanent chairman. The routine work was started immediately.

It is not definitely known whether or not nominations will be made this afternoon. It is thought that some radicals want Roosevelt's name placed before the convention at once, but the more conservative want to wait to see what the Republicans will do.

## Journalism Professor to Ohio State.

SEATTLE, Wash., June 8.—Carl H. Getz, a graduate of the University of Washington and now assistant professor of journalism at the University of Montana, will fill a chair of the same rank at Ohio State University next year. This summer he will teach in the journalism department of the University of Washington here.

## Miss Wilma Hall to Wed Tonight.

Miss Wilma Sue Hall, a well known former Columbian, who has resided in St. Louis for the last ten years, will be married to Frank Jackson O'Neill of St. Louis at 8 o'clock tonight by the Rev. W. S. St. Clair at the home of her sister, Miss Sarah Hall, 301 North Eighth street.

## JUST WATCH 'EM COME IN FOR THE SUMMER SESSION

The best place to observe that most interesting specimen called the summer student is at the Wabash and Katy stations.

First from the train is a tall lanky person with hair turning slightly gray around the temples. He carries a worn and battered suitcase in one hand. You have no time for him. He is simply a high school principal here to take a little work in "The Red as Opposed to the Tongue in Handling Children." You will have no fun out of him.

Then comes the young school-teacher. You straighten up your tie and smile a little—not at her, but just in her direction. But there is no chance—she stares straight ahead and sails by like a full-rigged ship.

Next is a flashily dressed youth. For him you have only a glance—he struts ahead with an "at home air"—he has evidently been here before.

Then comes a seedy looking lad with a straw telescope traveling bag. He has a lonesome, forlorn look about his face and probably wishes that he were back on the farm. Your hopes rise—perhaps you can find something interesting about him. You start forward, and then you stop. For getting off the train you see what you have been waiting for—the typical summer girl. Not the girl who has been here before, not the "stay-over" from winter school, not the city society girl, but the plain, simple, good-hearted little girl for whom you have been looking.

You walk forward and tip your hat, at the same time taking in at one glance the clear blue eyes, the simple yet attractive dress, the little straw hat and the wisp of hair that hangs over one temple. Her suitcase is evidently heavy and you know she is the one for whom you have been waiting by the questioning way in which she is looking around.

"Howdy do," you say. "Can't I help you in some way?"

She starts back and looks at you in surprise.

"Why—uh—I would like to know the way to a good boarding house."

"Allow me to accompany you."

"Why sir, I've never met you!"

"Oh, but you are evidently not acquainted here. It is not at all necessary to have an introduction under such circumstances."

"But I can't go with a man I don't know."

"But, my dear girl, don't you know we might stay here the whole summer and never meet each other. This way we become acquainted right at the start—and why shouldn't we?"

With a feeling of exultation you notice that she hesitates.

"But—ah—"

You take her grip. "Come, we'll get a taxi, and I'll take you to Mother X—"

She has the best boarding house in town."

It's the same old story. In the summer conventionalities are thrown aside and student meets student on terms of equal fellowship—some are laughed at, some are jeered at, some are sought after and some just go their way—just as this little girl might have done had she not met you.

Perhaps when she leaves in the fall it will be the last time you ever see her, perhaps she will return next year and perhaps—who knows?—you may leave together, an elopement, or maybe next year they'll be throwing rice at you. But anyway you figure it, a pleasant acquaintance has started and you are satisfied.

## DEFICIT IS WIPED OUT 776 REGISTER TODAY

Horse Show Loss Is Made  
Up by Guarantors—Next  
Year's Is Planned.

"All the bills of the Commencement Horse Show have been paid, and I now have \$58.63 which will be refunded pro rata to those guarantors who made up the deficit," said C. R. Thomson, secretary of the Commencement Horse Show Board, this morning.

"After all the bills were in, the expenses totaled \$23,182.22 and the receipts but \$1,957.85. It was therefore necessary to call upon those who had subscribed to the guarantee fund. We collected from these \$123. This is \$58.63 in excess of the total deficit, as it appears now, and if the canceled checks prove that this is surplus it will be refunded to those who met the loss.

"The gate receipts were \$1,803. Next year we hope to avoid any conflicts with other University stunts and so make good the losses of this year. Next year's show will be bigger and better than this year's if we can make it so."

## COUPLE TO LIVE IN COLUMBIA

Mr. and Mrs. Clyde Kelly Wed in Simple Ceremony.

Mr. and Mrs. Clyde Kelly, who were married at 200 Edgewood avenue at 8 o'clock last night by the Rev. M. A. Hart of the First Christian Church, will live in Columbia. The wedding was simple, there being no attendance and no wedding supper. Mr. and Mrs. T. C. Daniels were witnesses at the ceremony.

Mr. Kelly is employed by the Hudson-Phillips Automobile Company. Mrs. Kelly was formerly a student in music at Christian College.

## SIMPSON IS 1917 TRACK CAPTAIN

World's Champion Hurdler Is Now  
Officially Leader of Tigers.

Members of the Tiger track team, voting by mail, have elected Robert Simpson captain of next year's team. While all the votes are not yet in, a majority of votes have now been received, and C. L. Brewer announces that Simpson is elected.

Practically the entire 1916 track team will return next year and Director Brewer predicts another Missouri Valley championship.

## LL. D. Degree for Dean Miller.

Dean Walter Miller of the Graduate School, M. A. University of Michigan, received the degree of Doctor of Laws from the University of Arkansas yesterday.

## THE WEATHER

For Columbia and vicinity: Generally fair tonight and Friday; not much change in temperature. Fresh westerly winds.

For Missouri: Generally fair tonight and Friday, except probably rain tonight east portion; not much change in temperature. Fresh westerly winds.

**Weather Conditions.**  
The atmospheric disturbance that moved to Lake Michigan, of which mention was made in yesterday's report, has remained nearly stationary, but at the same time it has diminished somewhat in energy, the pressure having increased about one-tenth more at the center. It still, however, possesses wide scope, resulting in unsettled and stormy weather in the upper half of the Mississippi Valley, throughout the lake region, and over most of the western states.

Rains have continued in the upper half of the Mississippi Valley, and eastward, including the lakes and Ohio Valley, on to the Atlantic Coast; local showers also occurred in Texas and Louisiana.

Temperatures everywhere continue below the seasonal average.

Generally fair weather will prevail in Columbia the next two or three days, although slightly unsettled and windy during the first half of the next thirty-six hours.

**Local Data.**  
The highest temperature in Columbia yesterday was 70, and the lowest last night was 57; precipitation, .01; relative humidity 2 p. m. yesterday, 48 per cent. A year ago yesterday the highest temperature was 82, and the lowest 65; precipitation, .34.

**The Almanac.**  
Sun rose today, 4:50 a. m. Sun sets, 7:40 p. m.

**The Temperatures Today.**

7 a. m.	58	11 a. m.	64
8 a. m.	59	12 m.	65
9 a. m.	61	1 p. m.	64
10 a. m.	64	2 p. m.	63

## FORT VAUX IS LOST

French Admit Giving Up  
of Stronghold Five Miles  
From Verdun.

By United Press.

PARIS, June 8.—The French war office has admitted that Fort Vaux has been taken by the Germans.

## Germans Claim Fort Vaux.

LONDON, June 7.—Fort Vaux, lying some five miles northeast of Verdun, which for weeks past the French had been stubbornly defending against terrific onslaughts by the Germans, at last has fallen into the hands of the Teutons, according to Berlin. The men who defended the fortress to the last surrendered to the Germans, who also captured a large number of guns, machine guns and mine throwers.

Gains of considerable proportions by the Russians over the Teutonic Allies, by the Turks over the Russians and by the Germans over the British are recorded in the official communications. In the region of Verdun violent artillery combats are in progress, while on the Austro-Italian line the Italians continue to hold the Austrians from further advances.

In the fighting that is going on from the Pripiet Marshes to the Rumanian frontier, the Russians in their big offensive movement have dislodged the Teutonic Allies from fortified positions and brought their aggregate of men captured up to about 41,000. They also have taken 77 guns, 134 machine guns and 49 bomb throwers. Among the men made prisoner are 200 officers.

As an offset to the Russian gains over the Teutonic Allies, however, Constantinople asserts that in Asia Minor, in the Kope Mountain district, the Russians have been driven eight kilometers eastward from positions extending over 14 kilometers, suffering losses of more than a thousand men killed and wounded. The fighting in this immediate vicinity covers a front of more than 31 miles, with the situation favorable to them, according to Constantinople.

## C. H. ECKLES HONORED BY AMES

M. F. Dairy Professor Is Made a Doctor of Science.

C. H. Eckles, professor of dairy husbandry, received today the honorary degree of Doctor of Science from the Iowa State College at Ames. Professor Eckles was graduated from that college and was instructor there in chemistry. He has been head of the dairy department of the University since its establishment in 1901.

## ADmits LOSS OF TWO CRUISERS

Germans Tell of Sinking of Lutze and Rostock After Battle.

By United Press.

AMSTERDAM, June 8.—The Germans admit the loss of one large cruiser, the Lutze, and a smaller one, the Rostock, which were sunk while trying to make Point Skagerak after the great sea battle last week.

## Tom Gray's Recovery Probable.

According to Dr. C. L. O'Bryan, one of the attending physicians, Tom Gray has a very good chance for recovery from the effects of drinking carbolic acid Tuesday. Despite an unimproving day yesterday, the young man is now so much improved that he can say a few words and take nourishment. No definite decision is possible, however, says Doctor O'Bryan, until the third day.

## Miss Kirtley to Teach at Fayette.

Miss Alice Boone Kirtley, a graduate from the College of Arts and Science in 1915, has been elected by the board of education of Fayette as teacher of English in the high school for the coming year. Miss Kirtley will also do some work in the grades.

## Miss Evans to Tulsa Paper.

Miss Anne Shannon Evans, who was graduated from the School of Journalism last week, has accepted a position on the Spectator, a weekly society journal of Tulsa, Okla. Miss Evans will be society editor and do feature work.

## To Give Reception for Students.

The annual reception of the Y. W. C. A. and the Y. M. C. A. for summer students will be held in the Y. M. C. A. Auditorium at 8 o'clock next Tuesday night.

## G.O.P. MAY NOMINATE IN TONIGHT'S SESSION

Woman's Suffrage Plank Is  
Put in the Platform by  
26-to-21 Vote.

## ROOSEVELT TO TALK?

T. R. May Be Asked to Come  
From Oyster Bay and  
Address Convention.

By United Press.

CHICAGO, June 8.—The Republican National Convention took an adjournment at 1:33 o'clock this afternoon until 4 o'clock, when the resolutions committee presented the drafted platform. It is hinted that the standpatners would try to run through the nominating before another recess was taken. It is believed, however, that there will be some opposition to their plans.

## Crowd Cheered at Everything.

By United Press.

CHICAGO, June 8.—When the Republican convention was called to order at 11:22 o'clock this morning, it was still raining, but this did not keep the crowds away, and more "pepper" was shown than at any time so far. Practically everything was loudly cheered by the audience.

Rumors are floating through the hall that the presidential nomination will take place this afternoon or late tonight. The leaders say, however, that the platform will hardly be reached until tonight.

Harding has been made permanent chairman. This announcement was greeted with great cheers from the crowds of people.

It was reported that Theodore Roosevelt may come from Oyster Bay to address the Republican convention. The leaders refuse to say whether he was invited or not. In a message Roosevelt said he considered it his duty to address the convention and would do so if invited.

The Republicans are getting together in an earnest effort to down the Democrats. Woman suffrage was included in the platform after a hot fight. The vote of the platform committee on the suffrage question was 26 to 21.

Chauncey Depew addressed the delegates, giving a plea for the national preparedness, and the cheers nearly lifted the roof.

## SIGMA NU'S WIN PAN-HELLENIC Defeat Alpha Tau Omega 4 to 2 for Greek Championship.

The Sigma Nu baseball team won the Pan-Hellenic championship yesterday afternoon by defeating the Alpha Tau Omega, 4 to 2, in a pitching duel between Hogg and Beeler. Both pitchers worked well, errors being responsible for most of the runs. The batteries: A. T. O.'s, Beeler and Farmer; Sigma Nu's, Hogg and Addington.

Yesterday's victory gives the Sigma Nu's possession of the new \$50 silver loving cup offered by the Pan-Hellenic. To have permanent possession of the cup it must be won three successive times.

The Phi Gamma Deltas won the cup for the third time last year resulting in the purchase of a new cup for this season.

## NEW M. U. SCHOOL GRADUATES 4

Women Receive Social Economy Degrees in St. Louis.

A class of four was graduated last night from the Missouri School of Social Economy in St. Louis. It was the first commencement since the school was taken over by the University of Missouri.

The graduates were Miss Clara Taylor, Mrs. Fannie B. Price, Miss Mary Baird and Miss Beatrice Hibb. George Platt Knox, assistant superintendent of public instruction, addressed the graduates on "The Call to Social Service." Diplomas were presented by the director, Dr. George B. Mansford.

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